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NCUA Press Release

Matz Releases Agenda for Free PALS Workshop Oct. 27 in Honolulu

Workshop to Share “New Ideas to Reach New Members”

July 8, 2004, Alexandria, Va. – NCUA Board Member Debbie Matz has released the agenda for the free Partnering and Leadership Successes (PALS) workshop in Honolulu on Oct. 27, the final day of the Credit Union National Association’s (CUNA’s) Future Forum.

The workshop topic is “New Ideas to Reach New Members.”

“This unique workshop is inspired by a wide range of initiatives that have been successful in attracting new members from all walks of life,” Matz explained. “Our panelists come from small and large credit unions serving diverse fields of membership all around the country. These credit union leaders will present initiatives that can help more credit unions diversify their memberships and their assets while strengthening safety and soundness.”

The first panel will focus on “Ideas to Get New Members in Your Door.” For example, panelists will discuss successful efforts to locate branches in member businesses and attract new members with check-cashing, risk-based loans, and trust services.

To turn new members into loyal life-long members, the second panel will present “Ideas to Help Members Build Wealth.” For example, panelists have formed partnerships to provide financial education, affordable mortgages, small business loans, and free income tax assistance.

“It’s not just the topics of PALS workshops that make them innovative,” Matz related. “It’s also the networking. I have seen so many wonderful innovations as I’ve traveled across the country, I believe that credit union officials could learn a great deal by sharing their ideas with each other.”

To register for free PALS workshops, visit www.ncua.gov, click PALS, then click Schedule.

The Oct. 27 workshop will be presented at the Hilton Hawaiian Village, site of the Future Forum, from 1:00-4:30 p.m. Both CUNA and the Hawaii Credit Union League will co-host the workshop

with NCUA. After the workshop, CUNA will host a Hawaiian luau where participants can continue sharing ideas.

Recommended by Senate Democratic Leader Tom Daschle (D-SD), Matz was named as a recess appointee to the NCUA Board in January 2002 and nominated to a seat on the Board on February 27, 2002. The U.S. Senate confirmed her on March 22, 2002. As part of the NCUA Board, Ms. Matz oversees the regulation of federal credit unions and the administration of the federal insurance fund covering approximately 9,500 credit unions in the U.S.

A 24-year public service veteran, Matz is a member of three credit unions and resides in McLean, Va. with her husband and two children. Before her appointment to the NCUA Board, Matz was appointed by President Clinton as Deputy Assistant Secretary for Administration in the Department of Agriculture.

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